



THE ROLE OF EDUCATIONAL SERVICES IN THE SOCIO-ECONOMIC DEVELOPMENT OF THE COUNTRY

Yulduz Pirnazarovna Urunbayeva

PhD, Associate Professor

Temirova Shalola Erkinovna

Independent Researcher

Samarkand Institute of Economics and Service

Abstract

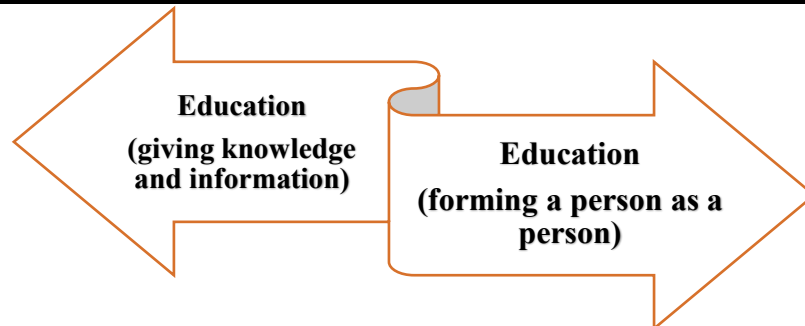
This article discusses the fact that educational services are a unique intangible asset and their specific characteristics, the specifics of economic relations in the market for these services. In addition, the article presents theoretical and scientific data on the high level of monopolization in educational services as a result of the large share of state ownership in the means of production.

Keywords. Educational services, education, personality, outlook, succession, Social relations.

Introduction

Level of understanding of the problem. In the effective implementation of educational services, these two cannot be separated from each other. These two are effectively implemented when, in harmony with each other (Figure 1).

In the process of education and upbringing, a person's qualities, worldview, and abilities develop. Educational services, along with ensuring spiritual succession between generations, transfer the socio-historical experience of people to the younger generation.



1 - picture. Dual expression of educational services in the development of society
 It is worth noting that educational services, in addition to having a profound impact on society, contribute to its stability and development, strengthen social cohesion and develop civic responsibility. In addition, educational services help to strengthen the health of the population and create an effective labor market. Investments in education are investments in the future, ensuring the well-being of the individual and society as a whole. Therefore, studying the market for educational services is a pressing issue today, and closing gaps in education is an important strategic direction for society and economic development.

The education system in Uzbekistan is unified, continuous and coherent. It is implemented in several interconnected stages that complement each other (Table 1). Every citizen has the freedom to choose the form of education.

Table 1 Content and description of educational services

Composition of educational services	Description
Preschool education services	Pre-school education and upbringing Educational services aimed at teaching and educating children, developing them intellectually, morally, ethically, aesthetically and physically, as well as preparing children for general secondary education
General secondary and secondary special education educational services	General secondary and secondary special education educational services aimed at mastering general educational programs, necessary knowledge, skills and abilities
Professional training services	Educational services provided by the occupation and specialty of professional education
Higher education services	Higher education educational facilities that provide training of highly qualified personnel in bachelor's and master's majors
Post-secondary education services	Educational services that provide training of scientific and scientific-pedagogical personnel with a scientific degree based on basic doctoral studies, doctoral studies and independent research, which involve in-depth study of the specialty and conducting scientific research
Staff retraining and professional development services	Educational services that ensure the acquisition of additional professional knowledge, qualifications and skills for the implementation of activities in the areas corresponding to the retraining of personnel in the basic specialties and professions



The broad content and essence of educational services are determined by the level of material and cultural transformation of society's development. Educational services are a process of acquiring, researching, improving and updating knowledge, and subsequently, through their practical application by people, socio-economic and technical progress is achieved.

Depending on social relations, the need for general knowledge, people's aspirations for professional training, career, and pedagogical ideas about education, the essence, methods, and organizational forms of education change at different stages of human society's development. As society's development increases, the needs for educational services have also increased.

In the current context, educational services are activities of educational entities aimed at students, satisfying their individual needs and mastering educational programs. In this regard, educational services and forms organized based on the specific characteristics and needs of students are divided into distance learning, dual education, inclusive education, and external education (Table 2).

Table 2 Special forms of educational services

Educational service	Contents
Distance learning services	Educational services aimed at remote acquisition of the necessary knowledge, skills and skills by students in accordance with distance education curricula and educational programs using information and communication technologies and the Internet global information network
Dual education services	Dual education is aimed at acquiring the necessary knowledge, skills and abilities by learners, the theoretical part of which is carried out on the basis of an educational organization, and the practical part is carried out at the learner's place of work educational services
Inclusive education services	Inclusive education is educational services aimed at ensuring equal opportunities for learning in educational institutions for all learners, taking into account the diversity of special educational needs and individual capabilities.
Externship educational services	External education is an educational service that involves independent mastery of educational programs and, based on its results, requires students to pass final and state certifications in state educational institutions.



The structural structure of educational services serves to facilitate management and control. These include higher and secondary special education, pre-school and school education, and non-public education. Such management of the educational sector ensures the quality of the provided educational services and opportunities for development (Table 3).

Table 3 The structure of the education sector according to the state administration

Structure	Composition
Higher and secondary special education	University, institute, scientific research institute, technical school, vocational college, academic lyceum, institute of professional development and retraining
Preschool and school education	Secondary general education, preschool education, specialized boarding schools, children's holiday camps
Education provided in accordance with license requirements and conditions	Universities, institutes, technical schools, vocational colleges, schools and pre-school educational institutions, tutoring courses

According to economist M.M. Tashkhodjaev, educational services can be divided into substitutable, complementary and independent forms according to their degree of substitutability. An increase in demand for mutually substitutable educational services leads to a decrease in demand for another type of related service, while in complementary services, an increase in demand for one service leads to an increase in demand for other services. For example, the widespread use of information technologies in the educational process increases the demand for technical service services. The demand for independent educational services is not related to other services. Types of educational services can be used in the process of improving the economic management mechanism of the education system and planning the activities of educational institutions. Educational services are activities aimed at meeting the needs of intellectual development of people, mastering educational programs and acquiring professional skills, and they include formal education (primary, secondary and higher education) in accordance with state educational standards, as well as various types of short-term training courses, tutoring training, educational seminars and trainings. From this point of view, it is appropriate to



distinguish between services performed in accordance with educational standards and additional educational services.

The field of educational services covers all aspects of society's development and, as one of the main factors ensuring socio-economic stability, affects almost all socio-economic processes occurring in society. The development of this sector in the national economy allows for an increase in the income of the population, a decrease in unemployment and a stable development of the economy.

Educational services have their own unique characteristics. They consist of:

- the natural factor in the location of educational services is not as important as in material production. Social factors are more important here;
- the services provided may be valuable for some and unattractive for others;
- it is difficult to measure the value of services, and this value is added to the value of the social product;
- the small number of employees in service enterprises, the compactness of resources and the management system provide the necessary conveniences for the effective organization of work;
- intangibility, the continuity of production and consumption, the impossibility of learning before consumption, their supply and consumption occur simultaneously;
- educational services are qualitatively variable, and even if the service is provided by one organization, the quality may be different;
- it is impossible to separate educational services from the producer. Consumers are often considered an integral part of the provision of services;
- the expansion of the production and consumption of educational services is directly related to the spiritual revival and social development of society;
- another characteristic feature of educational services is that they cannot be measured directly in money. Determining the price is not as easy as in the material sphere, it is somewhat more complicated and cannot reflect all the costs of producing educational services;
- educational services, more than any other activity, are subject to public control and non-market pressure.

All over the world, educational services play an important role in shaping the future of the country. They allow the population to successfully organize their future careers and acquire the knowledge and skills necessary for personal development.



Conclusion

In conclusion, the fact that educational services are a kind of intangible good and their specific characteristics determine the uniqueness of economic relations in the market of these services. One of its distinctive features is the high level of monopolization as a result of the large share of state property in the means of production. This is because educational services are a mixed blessing.

References

1. Tashkhodjaev M.M., Economic analysis of the educational services market and its development // Scientific electronic journal "Economy and innovative technologies". No. 1, January-February, 2014. 4 p.
2. Mukhammedov M.M., et al. Theoretical foundations of the development of the service sector and tourism. Monograph. "Zarafshan publishing house", Samarkand, 2017.-300 p.
3. Paradaev M.K. Definitions of economic terms. T.: "Science and technologies" publishing house, 2022– 106 p.
4. Tokhirov Zh.R. Formation of organizational and economic mechanisms of public-private partnership in improving the quality of educational services. IFBFD (PhD). dissertation. abstract Nukus, 2022. – 13 p.